

## **Program Description/Textbook or Print Instructional Material**

Vendor: Human Kinetics WebAddress: www.humankinetics.com

Title: *Sport Marketing, Second Edition*

Author: Mullin, Hardy and Sutton Copyright: 2000

ISBN: 0-88011-877-6 Course/Content Area: Vocational and Career Education/Marketing Education

Intended Grade or Level: 12 or College Level Readability Level: N/A

List Price: \$59.00 Lowest Wholesale Price: \$59.00

*All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p.8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the instructional material is placed on the State Multiple List.*

Level of Accommodations (Level One, Two or Three) 3

If Level Two or Three, please provide rationale for not meeting Level One Compliance This is a new requirement for us. We are working toward full compliance and expect to have future editions available in the required format.

## **FEATURES**

**DISCLAIMER:** The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

### **Content**

- Important principles and practices illustrated with real-life examples
- Case studies throughout book
- Lessons on developing a marketing strategy
- Information to clarify a sport organization's needs and goals
- Information on implementing marketing plans through sponsorship, licensing, pricing, promotions, advertising, broadcasting and sales

### **Student Experiences**

- Objectives listed at the beginning of each chapter
- Activities at the end of each chapter to reinforce the principles just covered
- Strategies on developing a marketing plan throughout the book
- Case studies help translate professionals' experiences into learning scenarios

### **Assessment**

- Activities at the end of each chapter help assess the students' grasp of the information

### **Organization**

- Chapters 1 and 2 provide an overview of the sport market and of sport marketing as an area of study and as a process
- Chapters 3-6 consider critical areas and steps of preliminary market research and market segmentation
- Chapters 7-15 explore the five P's of marketing - product, price, promotion, place and public relations; sales, merchandising and electronic media also addressed here

- Chapter 17 covers legal issues

### **Resource Materials**

#### **Gratis Items To Be Provided And Under What Conditions**

- Graphics Package – 1 for each 20 texts purchased

#### **Available Ancillary Materials**

## RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

**DISCLAIMER:** The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

**NOTE:** Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate **“not available”** in the space.

**Not available**



# Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



<b>Title: SPORTS MARKETING</b>		<b>Cost: \$59.00</b>	
<b>Publisher: Human Kinetics</b>			
<b>Item Evaluated: Text and Graphics CD</b>			
<b>Copyright Date: 2000</b>		<b>Evaluator: Jayne Harris</b>	
<b>Content Level: 12 and up</b>		<b>Date of Evaluation July 29, 2003</b>	
<b>Level of Alternative Format</b>	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

## Overall Strengths and/or Weaknesses

**Disclaimer:** Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

<b>Recommendations:</b>
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

**Publisher's Explanation of Reviewer's Comments:** By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



# **Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing**



<b>Title: SPORTS MARKETING</b>		<b>Publisher: Human Kinetics</b>	
<b>Technology Management Summary Data:</b>		20 possible points	_____12_____ points earned
Technology Management Comments: Power Point presentation for each chapter			
<b>Technology Presentation/Interface Summary Data:</b>		40 possible points	_____31_____ points earned
Technology Presentation/Interface Comments: Limited graphics used. References text often			
<b>Content Summary Data:</b>		44 possible points	____30_____ points earned
Content Comments: Missing career and employability connections. Entertainment side not covered. Strong in covering marketing concepts			
<b>Instruction &amp; Management Summary Data</b>		52 possible points	_____39_____ points earned
Instruction & Management Comments: Limited activity suggestions. No supplements except chapter Power Point. Teacher's text not available to reviewer			
<b>Organization &amp; Structure Summary Data</b>		36 possible points	_____26_____ points earned
Organization & Structure Comments: Disabilities not illustrated. No glossary. Vocabulary and key terms often not set apart from other text. Chapter review combines questions and activities-only 5-6 per chapter.			
<b>Resource Material Summary Data</b>		40 possible points	_____7_____ points earned
Resource Material Comments: Teacher materials and supplements not available for reviewer			



# Group V - Career /Technical & Vocational/Practical Living

## Electronic Instructional Media Review Form

### Stand Alone/Independent or Integrated Software for Business



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: Free with 20 Texts	
Windows	Primary	Individual	Stand Alone/Independent	____x__single copy	____site license
Macintosh	Intermediate	Small Group	Integrated	____network version	____school version
CD-ROM	Middle	Large Group	Supplemental	____lab pack of ____ copies	____online
DVD	High		In lieu of basal test		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	____Simulation	____x__Management	____Interdisciplinary	____Problem Solving	____Tutorial
____Exploratory	____Creativity	____Drill and Practice	____Critical Thinking	____x__Utility	____Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	0
Keeps a students performance record, where needed.	0
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: Power Point presentation for each chapter	<b>Total 12</b>

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	3
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	0
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	0
Comments: Limited graphics used. References text often	<b>Total 31</b>

Content—Marketing	Rating
Career Experiences	2
Employability Skills	1
Teamwork	2
Global Perspective	3
Mathematical Skills	3
Communication	3
Diversity	3
Ethical Practices	3
Academic Integration	3
Real World Application	4
Content Area Concepts Addressed	3
Comments: Missing career, DECA and employability connections. Entertainment side not covered. Strong in covering marketing concepts	<b>Total 30</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	3
Engages Students	3
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	2
Enhances The Learning Environment	3
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	3
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	3
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	2
Includes activities and opportunities for integration of technology.	2
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	3
Differentiation techniques and activities suggested.	3
Comments: Limited activity suggestions. No supplements except chapter Power Point. Teacher's text not available to reviewer	<b>Total 39</b>

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable



Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	3
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	3
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	3
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	3
Student materials seem durable and conducive to daily use.	0
Includes sufficient glossary, index and appendices.	3
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	3
Comments: Disabilities not illustrated. No glossary. Vocabulary and key terms often not set apart from other text. Chapter review combines questions and activities-only 5-6 per chapter.	<b>Total 26</b>

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	0
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	3
Extension activities including adaptations and accommodations for students with special needs.	2
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	0
Suggestions are made for integration of themes and /or interdisciplinary instruction.	1
Integration opportunities suggested and examples given.	1
Teacher resources are available online.	0
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments: Teacher materials and supplements not available for reviewer	<b>Total 7</b>

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable